



### What is "Compare"

said two or more products in a form that would suffice the following requirements: a) be comprehensible enough b) will include a relevant and up-to-date information and c) would also be sales oriented, comprising various techniques to convince the person to buy a product, highlighting various important key features of a product. etc.

The following application is to describe a method and apparatus for performing a concise and meaningful comparison between an unlimited amount of products, presenting the user with a natural language output. The apparatus is encapsulated as a stand alone web server application and does not require the use of an external third party tools and can be used by any Web Site with no need for a significant change in the structure or the back bone technology deployed by said web site.